

## Client Questionnaire

1. *Who are you and what does your company do?*

**Bio-Bites, Essential Nutrition for Dogs**

**My company makes organic dog treats that are free of pesticides, allergens, and animal by-products.**

2. *What is your primary goal for your website?*

**To educate people about feeding their dogs wholesome treats to help them live longer, healthier lives. So many illnesses and health problems can be avoided with a good diet.**

3. *Who is your target audience and market?*

**Affluent dog owners who consider their dogs an important part of their life, and a lifelong companion. Most of these will be customers who eat healthy diets and live healthy lifestyles themselves.**

4. *What do your customers expect from your business?*

**They trust us to provide great tasting treats made with quality ingredients. They look to us for guidance on the best foods for dogs, and for information on what to stay away from in the market.**

5. *Who are your competitors?*

**There are a few local competitors, but major companies would be Blue Buffalo, Nutro, Natural Balance, etc. This is becoming a popular choice for dog owners**

6. *What separates you from your competitors?*

**We are in the neighborhood. We know our customers, we know their dogs.**

7. *Do you have an existing style guide for your company?*

**No**

8. *If you don't have an existing style, do you have any ideas or suggestions for the style of your website?*

**I want it to have a clean, organic look, with a feel of a vegetable stand.**

9. *Does your company have any slogans or other marketing elements that I should include?*

**I will work on it**

10. *What kind of features do you want your website to have?*

**Email list, blog with comments, shopping, FAQ, image gallery so customers can share photos of their dogs**

11. *Do you want your website to link to social media pages?*

**Yes**

12. *How will you measure your success?*

**Sales, of course, and interaction with customers and increasing awareness about nutrition.**

13. *Are there any websites that you like or don't like that I should look at for ideas.*

- *Favorite layout:* [nutrish.rachaelray.com/dog](http://nutrish.rachaelray.com/dog)  
*Clean, market look/feel:* <https://thrivemarket.com/food>  
*Casual, fun look/feel:* <https://nuts.com>

## **Bio Bites Client Brief**

The Bio Bites site will have a rustic vegetable stand type feel to showcase the organic and natural aspects of the product. We want the site to appeal to dog owners who care about their dog's diet and want them to eat healthy. It is important that we prominently state that your products are free of pesticides, allergens, and animal by-products on the website. The site will look professional while also presenting Bio Bites as a local business that gets in touch with their customers. One of the site's main focuses will be educating people about nutrition for dogs and the benefits of your product compared to regular food and treats. The Bio Bites website will be done mostly with Webflow. The image gallery, blog, FAQ, and contact form features will be done with Webflow. The email list will be accomplished using MailChimp Services, the search bar will be done using Swiftype, E-Commerce will use ecwid.com, and a google map will be embedded into the site as well.

BIO BITES  
ESSENTIAL NUTRITION FOR DOGS

FEATURE LIST

FEATURE	SOURCE	PHASE
Email list	MailChimp	I
Ecommerce	ecwid.com	I
Blog w/ comments	Webflow	I
Image Gallery	Webflow	I
FAQ	Webflow	I
Contact form	Webflow	I
Google Maps	Google	I
Search	Swiftype	I

CONTENT LIST

Links to Social Media		
Contact information		
Ingredient lists		
About page		
Diet information		
Nutrition information		

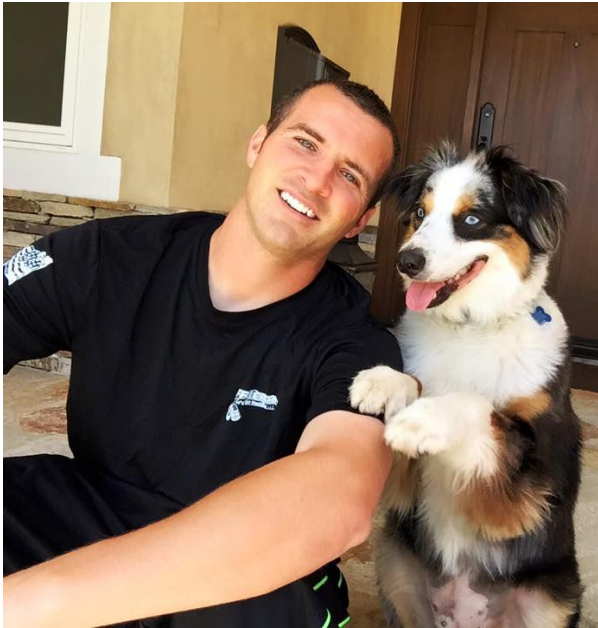
Sources:

<http://www.organicauthority.com/organic-living/organic-living/the-top-five-benefits-of-natural-organic-pet-food-for-your-dog.html>

**People buy organic dog treats because they provide better nutrition for their dogs. They are great for dogs with sensitive stomachs and/or allergies. People who live healthy lives themselves and have a good income and want their dogs to live healthy lives along with them are interested as well.**

1. Margaret is a middle aged mom and the owner of a Tibetan Mastiff named Kenai, who is conscientious of what her family eats including Kenai. She wants her dog to live a long and healthy life and has heard how potentially harmful regular mainstream dog food brands can be to her beloved pet. She wants to feed her furry little friend the same type of food that she would feed her kids, free of pesticides and unhealthy by-products.





2. Arnold is an active young man in his late twenties and is the owner of an Australian Shepard named Rufus. He has recently become a certified personal trainer and is helping others to live healthier lives. Arnold sticks to a healthy diet that gives him the fuel he needs to complete his workouts and maintain his weight. Naturally, Arnold wants Rufus to eat healthy and get proper nutrition as well. Arnold buys organic and natural dog food to give Rufus the nutrients he needs to play a fun game of frisbee in the park or to get him through a relaxing hike in the woods.

# Bio Bites

## Bio Bites

Style Tile  
*version:1*

### Possible Colors



### Textures



This is an example of a Button

Submit Button Example Here

## This is an Example of a Header

Font: cocogoose #hexcode

## This is an Example of a Sub Head

Font: cocogoose #hexcode

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

### Adjectives

Organic   Natural   Healthy  
Friendly                      Reliable